

ORDER



Orders
Order / Rev: 720927
Alt Order #:
Product Desc: Flight 10/9-10/15, 2012
Estimate: 12317
Flight Dates: 10/09/12 - 10/15/12
Original Date / Rev: 10/08/12 / 10/08/12
Order Type: Political

KPNX

Primary AE: Mike Mejia
Sales Office: KPNX
Sales Region: LOC

Agency Name: Media Strategies
Buying Contact:
Billing Contact:
 1580 Lincoln Street - Suite 510
 Denver, CO 80203

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Sinema, K/ DCCC/D/Congress
Demographic: A25-54
Product Codes: IS-Candidate/US House
Priority: P-2
Revenue Codes: AGY, GEN, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	29	\$21,325.00	\$18,126.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	29	\$21,325.00	\$18,126.25	0.00
Totals	29	\$21,325.00	\$18,126.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Mejia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KPNX	10/10/12	10/10/12	M-F 6-7a 12 News Today	CM	6-7a	--W----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W----		1				\$400.00		0.00			
N 2	KPNX	10/09/12	10/11/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	-1-1---	:30	2	\$500.00	P-3	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-1-1---		2				\$500.00		0.00			
N 3	KPNX	10/15/12	10/15/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	1-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	1-----		1				\$500.00		0.00			
N 4	KPNX	10/14/12	10/14/12	SUN TDY NBC Today Show (Su)	CM	5-9a	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$250.00		0.00			
N 5	KPNX	10/10/12	10/12/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	--1-1--	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--1-1--		2				\$225.00		0.00			
N 6	KPNX	10/11/12	10/11/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	---T---	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---T---		1				\$175.00		0.00			

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Advertiser: Sinema, K/ DCCC/D/Congress
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 Estimate: 12317

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KPNX	10/09/12	10/09/12	M-F 3-4p Ellen	CM	3-4p	-T-----	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----					1	\$375.00		0.00			
N 8	KPNX	10/15/12	10/15/12	M-F 3-4p Ellen	CM	3-4p	1-----	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-----					1	\$375.00		0.00			
N 9	KPNX	10/09/12	10/12/12	M-F 5-530p M-F 5-530p	CM	5-530p	-1111--	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-1111--					4	\$450.00		0.00			
N 10	KPNX	10/09/12	10/12/12	M-F 6-630p 12 News 6pm	CM	6-630p	-1111--	:30	4	\$700.00	P-2	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-1111--					4	\$700.00		0.00			
N 11	KPNX	10/15/12	10/15/12	M-F 6-630p 12 News 6pm	CM	6-630p	1-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-----					1	\$700.00		0.00			
N 12	KPNX	10/09/12	10/09/12	M-F 630-7p Extra	CM	630-7p	-1-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-1-----					1	\$700.00		0.00			
N 13	KPNX	10/15/12	10/15/12	M-F 630-7p Extra	CM	630-7p	1-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-----					1	\$700.00		0.00			
N 14	KPNX	10/12/12	10/12/12	Fri Prime C Dateline	CM	9-10p	----1--	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----1--					1	\$2,000.00		0.00			
N 15	KPNX	10/09/12	10/12/12	M-F 10p News M-F 10pm News	CM	10-1035p	-1111--	:30	4	\$1,300.00	P-2	0.00	NM	4	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-1111--					4	\$1,300.00		0.00			
N 16	KPNX	10/15/12	10/15/12	M-F 10p News M-F 10pm News	CM	10-1035p	1-----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	1-----					1	\$1,300.00		0.00			
N 17	KPNX	10/13/12	10/13/12	Sa 10pm News Sa 10pm News	CM	10-1030p	-----S-	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$1,300.00		0.00			
N 18	KPNX	10/14/12	10/14/12	Su 10 pm News Su 10pm News	CM	10-1035p	-----S	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$1,300.00		0.00			

*Tax 1 Note: Tax 0.5%.

Totals 29 \$21,325.00